



A comprehensive training and coaching program  
to improve communication,  
create a winning mind-set,  
and increase sales.

#### ABSTRACT

Just imagine you have the tools to remain calm and centered on every call... eliminate negative thoughts and self-talk... have language that engages and intrigues your prospects to move forward...

How will this change your career?

George Gillas

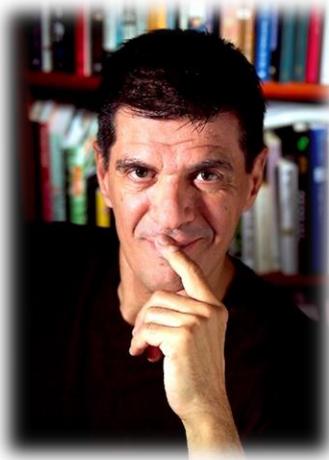
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#### Disclaimer

This publication is designed to be accurate to the best of the author’s knowledge, but it is not designed to provide financial, health, or psychological advice, or to substitute for professional counsel in those areas. Techniques and exercises are the result of the author’s personal experience and those of individual clients. Your results may vary. No guarantee of any specific financial, health, or psychological outcome is provided for utilizing the ideas in this course. Your results will depend on your circumstances, application, effort, and ability.

## George Gillas – Bio and relevant background



I was fortunate to start my sales career at the tender age of 19 years old. I sold CUTCO cutlery and Wear Ever cookware on a direct to the consumer, in-home basis. As a college student I learned how to establish rapport, credibility, and expertise selling products to people who had been using cutlery and cookware longer than I'd been alive.

Since my days at Vector Marketing I've had experience in insurance, B2B sales and sales management. I've trained massage therapists, hypnotherapists, NLP practitioners, and worked with various start-ups to create recruiting, training and management programs.

- Opened the first “Branch Office” which later became the incubation and training program for career managers
- Wrote the first comprehensive manual for career manager
- Was the top District nationally in my first full year and #2 in second year
- Trained managers of small companies we absorbed as Vector grew. Created several innovative training programs for national implementation
- Ran the National Pilot Office created and perfected creative recruiting and training programs to implement on a national level
- Personally trained numerous national record breakers
- Created the position of National Sales Promotion Manager
- Created the position of National Director of Cookware Sales – negotiated with the manufacturer to white label the product. Created and delivered the sales training program to top sales reps in US and Canada
- Delivered training to groups of 10 to 500 reps
- Consulted in sales and management for various companies in Philadelphia including hotels, fitness centers, real estate brokers
- Created recruiting, sales training, and sales management program for promotional products company in Philadelphia
- Created national online sales training program and management program for social media management start up based in Westport, Connecticut
- Created public speaking course for nationally accredited massage therapy school in Tempe, AZ
- Taught numerous courses at two nationally accredited massage therapy schools including: multiple therapeutic massage classes, business practices and ethics, seminar presentation and public speaking, SOAP notes, hypnotherapy, and NLP
- Delivered BST course in classroom and individual coaching format

In 2003 I received my Master Practitioner Certification of Neuro Linguistic Programming (NLP) and started a very successful private practice in Scottsdale, AZ. NLP is the art and science of using the language of the mind to achieve specific and desired outcomes on a regular basis. NLP also studies achievement. By modeling top performers, we identify patterns and behaviors that are transferrable to others, thus improving their performance.

I've worked with hundreds of clients to help them get past the unconscious blocks that hold them back – so they can achieve more of what they want - with less effort. Most of my clients are sales people, business executives or entrepreneurs. I realized through my practice, that much of the “head trash” people have directly affects their ability to perform as sales people.

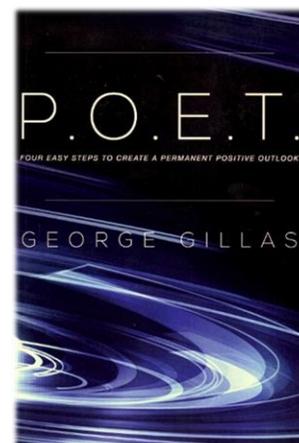
Beyond Sales Training® (BST) was created to address the nearly universal needs that sales people have – needs that are not addressed in any sales training program I have ever seen.

BST teaches sales people to establish a positive mindset and keep it that way in the face of daily stress and rejection. Imagine what your results will be when you can control emotions and create a positive state-of-mind at will. BST trains on how to bring your “A-Game” to every step of the sales process. And then we teach how to use proven NLP strategies to become more effective communicators and influencers.

BST is designed to augment your training. We don't get into prospecting, territory management, time management, using your CRM, closing, etc. This is about getting your head straight, so you can be your best in every step of your sales process. Once you've mastered tools to control your own thinking, BST teaches proven NLP techniques to make you a more effective persuader and influencer.

In 2014 I self-published *P.O.E.T. Four Easy Steps to Create a Permanent Positive Outlook*. P.O.E.T. is a protocol I developed which serves as another foundational piece of BST.

Beyond Sales Training® encompasses lessons from B2C and B2B sales along with insights from Aikido, human anatomy and physiology, hypnotherapy, over a decade of private practice, and of course, NLP.



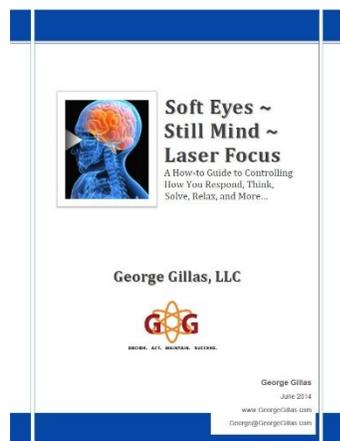
## The premise for Beyond Sales Training®

What's missing in sales training today, even with outside training companies, is training on how to effectively handle the mental/emotional aspect of sales. And this is critical for success since selling is an emotional process – both for the buyer and the seller.

Can you remember a time when you were “on”? A time when sales were coming easily, smoothly... nearly effortlessly. What was your emotional state then? How did you feel about your ability to succeed? And how different is that feeling when you're in a slump?

If you had to guess, how much does your attitude – your mental/emotional state affect your ability to successfully influence, persuade and sell? How much has it cost you in lost opportunities?

Imagine if you could have more of the “on” times and fewer of the slumps. What if you could learn proven tools to control your mindset so you could pull your “A-Game” up at will because you made a decision to be the best you could be?



Would it be fair to say that having tools like this would put you ahead of your competition... ahead of your quotas... ahead in your life?

One of the cornerstone techniques in BST is based on the white paper (1<sup>st</sup> session assignment) *Soft Eyes ~ Still Mind ~ Laser Focus*. This simple, easy-to-master technique teaches participants how to stay calm in the midst of chaos, easily retrieve information so they can say what they need to say during a sales call (not remember it afterwards while sitting in their car), and softly focus on all that is happening around them while maintaining control and intention on their prospect/client.

Beyond Sales Training® is a comprehensive eight-week, one-on-one coaching program that teaches you how to control your mental/emotional state and how to incorporate proven persuasion skills into your sales conversations so that you can consistently be your best.

### Excerpt from the Introduction to Beyond Sales Training®

*Beyond Sales Training® (BST) is not a training program to replace what you are currently using. BST is not basic sales training. We do not get into the fundamentals of sales such as prospecting, qualifying leads, presentation skills, handling objections and questions, closing, referrals, appointment setting, etc.*

*For best results you should follow you company's training program. The management team that designed your training created it because they know it works; so, stay with the program.*

*BST was created because of a need that I saw in the sales training world. Many companies today are using the same old “tried and true” methods and techniques that were used 10, 20 or even 30 years ago, but the market has changed – dramatically. Consumers, whether in B2B or B2C sales, are more sophisticated and wary than they were when I started selling in 1977.*

*The internet has turned the tables on sales people to the degree that the consumer now has the edge. They can check out you, your company, and your competitors with a quick Google search before you walk in the door. Old-school “sharp angle” or “Ben Franklin” closes are likely to quickly end your sales conversation. Many of your prospects have been so over-exposed to techniques such as these, that they can name them when you try to use them.*

*All this increases pressure on you, the sales person, to perform at a higher, more intelligent level than ever before. It’s imperative that you keep your wits, sense of humor, values, and dignity intact when selling. The pressures of a competitive marketplace can weigh down on you as often as every Monday morning when it’s time to hit the street; and again, on Friday afternoon as you review your numbers for the week.*

*Most sales training has little, if any content that teaches you how to control your emotional state, eliminate nagging negative thoughts, create a non-verbal posture of success, etc. If there is a component of sales training that encompasses these things, it is usually a “motivational” speech by a top performer or company executive. The speech often has two common threads: “If I can do this – you can do this” and “Here’s my ten steps to success.”*

*Wonderful, except that you and that person have nothing in common but that you are in the same company.*

***In Section One: You and Your Mind*** BST addresses the fact that all of us have a conscious and subconscious mind. And, most (if not all) sales training deals with consciousness: what to say, how to handle objections, closing techniques, product knowledge, etc. BST trains participants on how to control their emotional state, eliminate negative, nagging thoughts quickly, better understand how they process information and that others do it differently, and more.

*BST does not get into hype or “rah-rah” ideas such as, wake up in the morning – look at yourself in the mirror and repeat with enthusiasm, “I earn ten thousand dollars a month – I am a champion – I am the top performer in my company, etc.” If you do that, but are barely covering your monthly expenses, you are, in my opinion, harming yourself -- because you cannot lie to your unconscious mind.*

*To be clear, a positive attitude is a great asset. And, as Zig Ziglar was fond of saying, “A positive attitude will not let you do anything... but it will help you do everything better!”*

*Some of the ideas contained in BST are controversial (like the one I just laid out) because they come from Neuro Linguistic Programming (NLP) and not traditional sales training. That's another reason I call the course Beyond Sales Training®*

*Another fallacy you'll hear is that you can, "... do anything you want – be anything you want if you have enough desire." This is a flawed philosophy; it simultaneously builds false hope and allows the trainer to blame failure on the trainee's lack of commitment.*

*Here's the truth: you cannot be anything you want or do anything you want. There are limitations on all of us.*

*Proof: At my age, I cannot beat Kobe Bryant in a one-on-one game of basketball regardless of my enthusiasm, training regimen, commitment or desire. I cannot. I am too old, too slow, too short, and too weak. I don't have the percentage of my adult life honing the skills he, or any other NBA player has. I will lose. Want another? I cannot, regardless of the list above beat an MMA champion in the octagon – for all the same reasons. I could go on. You get the point.*

*Let's be real. You can get more of what you want in your field, from your company, from your sales results, from yourself. You can earn more with less stress. You can create a positive mindset that will carry you through the tough times. You can become "bullet proof" to negativity and sales slumps. You can develop your mind to be more powerful, positive, focused, and resilient.*

*These are achievable outcomes. These are why BST is the enhancement you've been looking for.*

*Sales, whether it is B2C or B2B, is the great equalizer. Men and women of all ages, backgrounds, experiences, and educational levels can compete on equal ground. A young single mother without a college degree can outsell the middle-aged man with an MBA. A middle-aged laid-off clerk can outperform the "young buck" that outscored everyone on the personality profile. The world of sales levels the playing field, and BST is here to give you the winning edge.*

*"So, if BST isn't about sales techniques, what is it and how does this tie in with my current knowledge and training?"*

***In Section Two: You and Your Prospect***, we delve into specific methods to gain a better understanding of how to communicate with your prospect more effectively. We'll examine the importance of rapport in communication and you'll learn four proven and surprisingly simple techniques to gain rapport quickly. You'll also learn what to look for to know you have rapport as well as what to do once you have it.

*In Section Two, you will also learn eight powerful language patterns based in NLP that will improve your ability to persuade and move your prospects to becoming your client. Once you learn them and integrate them into your own style and personality, you will notice a difference in your ability to influence and persuade.*

*We also introduce an exercise on “chunking” which, when you decide to participate, because you’ll learn best by doing, will dramatically increase your ability to move conversations in the direction you need them to go. This exercise will also add flexibility to your thinking and problem-solving abilities. Just imagine the confidence you’ll have knowing you can be several steps ahead in your sales conversations...*

*A bonus to the program is the PDF version of “P.O.E.T. Four Easy Steps to Create a Permanent Positive Outlook.” P.O.E.T. is an easily mastered 4-step protocol that helps readers gain control of their mind and emotions. I have taught this to hundreds of clients and seminar participants with consistent results. It is not another “feel-good” book; it is a usable and easy-to-learn system to train your mind to find more of the things you want – and fewer of the things you don’t want.*

*Just imagine, for a moment, that you study all the printed materials, watch all the videos in this program, and have incorporated the techniques you’ve learned into your day-to-day world... and you are seeing the difference in your sales and persuasion abilities. Taking that point of view, how will you decide now to learn this material?*

*Will you go into it casually or with a predetermined mindset of mastering the techniques because you want to get all you can from the program?*

## **Basic presuppositions of Beyond Sales Training®:**

1. Everyone is in sales. Selling is a transference of emotion. People buy with emotion and justify with logic. Both logic and emotion must be part of the sales process so it appeals to both aspects of the prospect's mind.
2. 93% of face-to-face communication is nonverbal. Physiology (body language) accounts for 55%, voice (tone, tempo, etc.) 38% and words only 7%. The original study conducted at the University of PA in 1970 by Ray Birdwhistell has been replicated many times and, give or take a couple points, the numbers hold true.
3. Your body is a reflection of your mind and your mind a reflection of your body. What's happening "between your ears" has a major effect on your ability to sell and persuade. Your emotional state dramatically affects your communication – 93% is non-verbal.
4. Integrity of the user. We believe that you believe in becoming a better sales person. You place high value in expertise, skills, and services.
5. You already know your business and you have some system for converting conversations into clients. BST is an adjunct to your current system – not a replacement for it.
6. The more you know about yourself the easier it is to understand others. That's why the first section is called: You and Your Mind.
7. You want to succeed. You want to be a success story.
8. It is better to make complex things easy than to complicate simplicity. Much in the world of NLP and training, which is intrinsically simple, has been made complex. BST is simple stuff – don't over-think it. Remember KISS? (Keep It Simple Sales-person)
9. You are here because at some level, you realize there is something different you need to learn to reach your goals.
10. If you are new to selling, BST will provide a valuable foundation for you.
11. Practice does not make perfect. Practice only makes habits. Perfect practice makes perfect.
12. You must remain true to yourself to be successful.

## **Program Contents**

Beyond Sales Training is delivered over an 8-week period. Each week participants receive the materials for the upcoming week. The course work is delivered in PDF form (email) and through video and audio recordings on a password protected website. Participants work on the assignments and materials weekly then meet one-on-one with George Gillas for a 90-minute coaching and training call via Zoom. Each meeting reviews the material from the week, discusses practical applications for that participant, creates a game plan for further integration and answers questions.

### **Pre-work:**

- Intro to BST
- Four steps of learning
- Meta Programs assessment for participant
- Presuppositions of BST
- Mind-Body Connection Made Simple
- NLP definition and communication model

### **Part One: You and Your Mind**

#### Session 1:

- Review pre-work
- Soft Eyes ~ Still Mind ~ Laser Focus
- Box and Toss: technique for controlling and eliminating negative thoughts

#### Session 2:

- Understanding and overcoming the fight or flight response
- Physiology of Excellence
- Goal setting vs. goal getting
- Zoom technique for motivation
- Setting anchors for positive states

### **Part Two: You and Your Prospect**

#### Session 3:

- Reading your client
- Art and Science of Rapport
- Law of Requisite Variety
- Preferred representational system
- Eyes have it

#### Session 4:

- Mirror and Match
- Vocal Flexibility
- Chunking

Session 5:

- Review rapport steps from Session 4
- Matching Breathing
- Matching Language
- Pacing and Leading
- Know you are in rapport

Session 6:

- Review of rapport techniques
- Chunking for persuasion and agreement
- Language patterns 1 and 2

Session 7:

- Language patterns 3, 4, 5, 6

Session 8:

- Language patterns 7, 8
- Review all patterns
- POET (book mailed out week 1): discussion and application

Session 9:

- Two weeks after completion of course – review. Q & A

## What People Are Saying

*George Gillas is a high energy, engaging speaker with a wealth of experience and knowledge that will captivate your audience, leaving them with new ideas, insights, motivation, and desire to take action the minute they leave your meeting or event. We have had George as a speaker on various topics, ranging from Sales Training to NLP, and every time he delivers the best message of the meeting...*

~ Joe Grushkin, CEO & President, MaxExposure! Social Media

*Thanks for your outstanding presentation... it is always refreshing to hear someone speak effectively on a subject and demonstrate such a common-sense approach as you did... it was helpful to hear about the practical approaches you exposed to us...*

~ Paul Barnes, Executive Director, Program Chair Kiwanis Club of Phoenix

*Your presentation was content rich. You gave practical take-a-ways that I was able to apply immediately... you have a fun sense of humor and outstanding presentation skills...I would definitely attend a longer seminar.*

~ Connie Kadansky, President Exceptional Sales Performance, Professional Speaker / Trainer

*George is a consummate pro. His insights are exceptional. Develops full trust and has the highest ethics and integrity. Beyond all that, his techniques are very effective. I give my highest recommendation.*

~ Jeff Jameson, Vice President of Human Resources at Arizona's Children Association

*I invested 2 and 1/2 days with George Gillas to attend his live NLP seminar and can tell you that it was worth the time and money I invested. There were things in me that were reprogrammed that weekend that when I encountered certain situations the following week, my response and my behavior changed without thinking about it. I would give my personal recommendation to attend this session.*

~ Steve Stapp, Director Sales and Marketing MasterCraft Boats, Arizona

*I've known George for years and have worked with him on numerous occasions. He is a brilliant consultant and will do anything he can to achieve the greatest results for his clients.*

~ Dave Sherman, Entrepreneur and Owner Biz Pics by Dave

*I have known and worked with (in various capacities and industries) George Gillas since 1977. It is with great pleasure and high confidence that I pass on my personal recommendation of this outstanding professional. George is a high-energy speaker who has the ability to take complicated topics and make them simple to understand. He engages his audience with thought-provoking exercises and challenging questions and proceeds to give them the tools so they can gain the insights themselves. Some speakers on topics like mind-body connection, hypnosis, or NLP are too ethereal; George brings it all down-to-earth and makes it understandable and real for his audience.*

~ Don Freda, President and CEO STRIVE Corporation

*I attended a weekend seminar on NLP conducted by George. His knowledge of the subject matter was immense and he easily communicates that to his audience. 3 1/2 years later I still cannot drink coffee... he is quite amazing. \*Giving up coffee was at Sandra's request*

~ Sandra Pearson, Lead SD Analyst at American Express

*George has ethics, knowledge, a warm personality, and professionalism. He only associates with the best of the best and I've found him to be of the highest moral character. All traits that are necessary in his line of work which sets him apart from the pack.*

~ Kenneth von Hopf, Owner and Chief Technician Tech Paramedics

*George Gillas has an engaging, informative style that works very well for audiences to absorb complex information in short order. I can tell you, I have always enjoyed his content and deep thinking on his topics around the way people operate and why. If you get a chance to listen to George, I recommend it!*

~ Micheal D Goodman, President Revenue Kinetics, LLC

*George Gillas has an uncanny ability to connect with any type of audience, large or small, in a personal and engaging way. I have known George for over 30 years and I constantly amazed at his vitality and vigor as it relates to whatever topic he is addressing from the podium, from pure motivation to training. He is a master trainer and speaker and I am confident to wholeheartedly endorse him.*

~ John A. Hancherick, General Manager, MarineMax, Panama City, FL

*Thank you for a powerful presentation of amazingly useful information... personal self-induced pressure is diminished and my spirits have lifted...*

~ Betsy Hamilton, Advertising Agency Account Executive

## **Partial Client List**

In addition to numerous private seminars and workshops:

APRO (Associated Professionals Resource Organization)

ASBA (AZ Small Business Association)

AZ Sales Pros

ReMax Realtors

Whole Life Pages sales team

Chambers of Commerce: Scottsdale, Mesa, Phoenix

Various Rotary and Kiwanis Clubs

Entrepreneurial Mothers Association

HSP (Human Services Professionals)

HFTP (Hospitality Financial and Technology Professionals)

Arizona Collectors Association

ALFA (Assisted Living Federation of America – AZ Chapter)

Phillips 66

NAWBO (National Association of Women Business Owners) Scottsdale Chapter

Pre-Paid Legal Services

UBS Financial Services

Phoenix Real Estate Investors Group

Phoenix Business Referrals

Egoscue – Phoenix

Kinetic Physical Therapy

Intentional Achievements

BrightLeaf Power

Dynamic Biography